POLICY FOR EMPLOYEE USE OF SOCIAL MEDIA

Purpose

Social media is a newer communication channel, but it doesn't change the basic rules of honesty, courtesy and respect that (Company Name) promotes as a company and each of you promote and represent in your day-to-day work lives as a (Company Name) employee. We recognize the importance of participating in these online conversations and want to provide a clear and purposeful Social Media Policy for all (Company Name) employees to follow to protect both the employees and (Company Name).

The use of social networks and social media websites for business purposes is increasing. (Company Name) realizes the benefits of participating in social networks and online communities and as such, we seek to engage our customers in the Social Web. This policy is designed to establish parameters of using social media while employed with our company.

Definitions

Facebook: Facebook is the biggest social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which has 2.4 billion users worldwide in 37 different languages, includes public features such as:

- **Personal Profile Pages** – users create a personal page to grow their network and share personal stories.
- **Business Pages** – businesses create and promote their business.
- **Groups** – allows users who have common interests find each other and interact.
- **Events** – allows users to publicize an event, invite guests, track those who plan to attend, and notify attendees of any details around the event.
- **Messenger** – allows users and businesses to send messages to other users and/or customers.
- **Facebook Ads** - allows businesses to promote their products and services.
- **Facebook Live** – Live broadcast of any event. Live video is saved and posted to profiles and pages as a video after the broadcast.

LinkedIn: LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

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- Users share relevant industry-related content to establish themselves and promote their Personal Brand.
- Businesses create Company Pages to publish helpful, useful content for their followers.
- LinkedIn Groups are created to bring together industry professionals to discuss important trends, specific challenges and the latest news.

Twitter: Twitter is a free social networking microblogging site that allows registered members to broadcast short posts called *tweets*. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone app or desktop client (such as Buffer) or by posting at the Twitter.com website.

Everyone who signs up for Twitter creates a user name or "handle." When you want to tweet someone, you use the "@" sign before their handle and they will be notified. Example: @kathikruse is my handle.

The default settings for Twitter are public. Unlike Facebook or LinkedIn, where members need to approve social connections, anyone can follow anyone on Twitter. All posts are public.

To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags (#) into their posts. The hashtag, which acts like a meta tag, is expressed as #keyword. Examples: #fail #winning #socialmedia

Trending topics also have #hashtags such as #Oscars. Many conferences use hashtags to keep attendees connected as well.

Instagram: Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook and Twitter.

Similar to Twitter, the "@" sign is used to "tag" other Instagram users and the default settings are public (anyone can see your posts).

Hashtags (#) are commonly used on Instagram to consolidate conversations around a specific topic and to find/interact with new followers. Example: #love #picoftheday #fun #beautiful

Social Media: Social media is a web-based form of communication that allows people or companies to create, share, or exchange information, career interests, ideas, images and video in virtual communities and networks.

Social media is often used as a communication tool for customers to reach out to companies for support or to post reviews. These actions are called "User generated content."

How Social Media Can Benefit the Company

Before the existence of social networks, companies could benefit from the goodwill and community presence of their employees. Even though the Internet has enabled the scale and scope of online communities to change, our Company can still benefit from your positive and valued online presence as an employee of our Company. Therefore, we support and encourage your engagement in social networks.

Acceptable Employee Uses of Social Networks

Below is a list of acceptable uses of your personal social networks while at work.

1. Use of public social networks for recruiting purposes.
2. Use of public social networks to monitor public opinion about the Company, its products and services or its competitors.
3. Use of public social networks to create affinity groups, support marketing goals, or obtain testimonials.
4. Use of public social networks for professional networking and purposes.

Guidelines For Social Network Use

The following social media guidelines provide recommendations and best practices to guide you when participating in the Social Web. These guidelines are meant to provide helpful, practical advice and help to set expectations on how to behave online.

1. Be responsible. You are personally responsible for the content you provide and how you behave on the Social Web. We do encourage you to participate in the social media space, but urge you to do so properly, exercising considered and deliberate judgment.

Remember that just because you *can* say something on social media, doesn't mean you should.

Written word is more difficult to interpret than verbal interaction. Remember that what you say will be a permanent record. Be careful. Be smart. Always consult your manager when there's any question at all about social media.

2. Be authentic and use full disclosure. If you are discussing a Company product or that of a competitor, you must disclose that you work for the Company.

You must also make clear that the views and opinions you express about work-related matters are your own and do not necessarily represent the views and opinions of the

Company.

You should not use the trademarks, logos, or copyright-protected material of the Company or its clients or customers unless authorized by the General Manager or the owner.

3. Given the highly regulated nature of the automotive business, you must never blatantly advertise or offer for sale any of our products or services on a social network without approval from your supervisor.

If you are involved in advertising or selling our Company's services and products, this selling activity should only be done through the Company's website or other authorized communications system or forums and only as authorized by the General Manager.

If you have any questions about this aspect of our policy, please see the General Manager or the owner.

4. Social Media activities are subject to the company's policies regarding protection and confidentiality of Company and its customers' information, as well as unlawful discrimination or harassment.

You must always protect confidential and proprietary Company information. Disclosing competitive information or trade secrets is cause for termination. If you see confidential information posted in a public forum, please notify your supervisor immediately.

5. Take great care in how you represent yourself on social networks. Every employee will behave in a professional manner and avoid making defamatory, fraudulent, harassing, discriminatory, or other unlawful statements about co-workers, the Company, the Company's competitors, or the Company's customers or vendors, as such activity could lead to discipline up to and including termination of employment as well as personal legal liability.

6. Productivity is paramount. Occasional use of personal social networks at work is acceptable, particularly when such use benefits the company. However, social networking must never prevent you from completing your work or executing your duties as an employee of our Company.

7. If you are contacted by a member of the news media via a social network and asked to comment about the Company, please refer to the request to the General Manager or owner of the Company for handling.

8. Do not engage in inflammatory or inappropriate discussions about competitors.
Always be professional. Avoid speaking negatively about competitors. Instead, highlight our Company's strengths.

Do not cite or reference clients, partners or suppliers without their approval. When you

do make a reference, where possible, link back to the source.

9. Be trustworthy, factual and respectful at all times. Use your real identity. Provide informed, well-supported opinions and cite sources, if applicable.

Even though social media sites are a more casual form of communication, be sure to remain professional and use a positive tone of voice. Be respectful of your colleagues, the Company and our competitors.

10. Avoid engaging in on-line disputes. Don't use slurs, personal insults or obscenity, and always respect privacy concerns. Avoid language that may be considered objectionable or inflammatory. Just as in all other "social" situations, always refrain from incendiary topics such as religion, politics and sex. Show that you have listened and be responsive. If you disagree, respond in a professional and respectful manner.

11. Build relationships. Focus on engagement with the our customers and build trust to develop relationships rather than using your social networks solely as a marketing tool to sell Company products or to promote yourself.

12. Review your privacy settings of the social networks you're using. Understand that when your content is posted on a public social network, all posts and comments may be traceable.

Any information that you post should be considered at risk for public disclosure, regardless of your privacy settings since your postings can be reposted elsewhere and may be viewed by people other than your intended audience.

I have read and understand these guidelines for social media use.

_____
Employee Name

_____
Employee Signature

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Date